

**IN THE CLAIMS:**

1. (Currently amended) A method for delivering coupons based on location, comprising:
  - creating an electronic database of merchant coupons;
  - receiving a request by means of a mobile communications device from a user seeking access to the database;
  - determining the location of the user;
  - providing a menu of service preferences to the user;
  - receiving a service preference selection from the user; and
  - delivering coupons to the user based on the selected service preferences and location of the mobile device, wherein the step of delivering coupons based on selected service preferences and location further comprises selecting coupons for merchants that are within a defined area of the user's location.
2. (Original) The method according to claim 1, wherein the database is maintained by a telephone service provider.
3. (Original) The method according to claim 1, wherein the database is maintained by an internet service provider.
4. (Original) The method according to claim 1, wherein the step of receiving a request for access to the database is by means of mobile telephone.
5. (Original) The method according to claim 1, wherein the step of determining the location of the mobile device is by means of the transmitting station through which the user request is received.
6. (Original) The method according to claim 1, wherein the step of determining the location of the mobile device is by means of triangulating the location of the wireless communications device.

7. (Original) The method according to claim 1, wherein the service preferences include retail, dining, automobile service, lodging and entertainment.
8. (Original) The method according to claim 1, wherein the service preferences are preselected and stored in the mobile communications device.
9. (Original) The method according to claim 1, wherein the service preferences are preselected and stored in a server within a wireless communications network.
10. (Cancelled)
11. (Currently amended) A method for receiving coupons in a mobile communications device, comprising:
  - sending a request from a user to access a database of merchant coupons;
  - remotely accessing the database ~~server~~;
  - receiving a menu of service preferences for the user;
  - receiving a preference selection from the user;
  - transmitting the preference selection to the database ~~server~~; and
  - receiving coupons based on the preference selection and location of the mobile communications device, wherein the received coupons pertain to merchants within a defined area of the location of the mobile communications device.
12. (Original) The method according to claim 11, wherein the database is maintained by a telephone service provider.
13. (Original) The method according to claim 11, wherein the database is maintained by an internet service provider.
14. (Original) The method according to claim 11, wherein the steps are performed by mobile telephone.

15. (Original) The method according to claim 11, wherein the service preferences include retail, dining, automobile service, lodging and entertainment.
16. (Original) The method according to claim 11, wherein the service preferences are preselected and stored in the wireless communications device.
17. (Original) The method according to claim 11, wherein the service preferences are preselected and stored in a server within a wireless communications network.
18. (Currently amended) A method for obtaining coupons based on physical location of a mobile communications device, comprising:  
submitting a request by means of a the mobile communications device to access a database of merchant coupons;  
receiving a menu of service preferences;  
selecting service preferences; and  
receiving coupons based on selected service preferences and present physical location of the mobile communications device.
19. (Currently amended) The method according to claim 18, wherein the step of submitting the request for accessing the database is by means of mobile telephone, and wherein the received coupons pertain to merchants within a defined area of the physical location of the mobile telephone.
20. (Original) The method according to claim 18, wherein the service preferences include retail, dining, automobile service, lodging and entertainment.
21. (Original) The method according to claim 18, further comprising preselecting the service preferences and storing them in the wireless communications device.

22. (Original) The method according to claim 18, further comprising preselecting the service preferences and storing them in a server within a wireless communications network.

23. (Currently amended) A method for creating a database of merchant coupons, comprising:

creating and storing consumer profiles based on demographic characteristics;

providing a means for a merchant to scan through and select ~~user~~ from the consumer profiles;

receiving and storing a merchant subscription to particular consumer profiles selected by the merchant;

creating and storing electronic coupons for the merchant, wherein the electronic coupons contain conditions selected by the merchant and can be sent to a consumer by means of a wireless communications system;

assigning the electronic coupons to the consumer profiles subscribed to by the merchant; and

filtering the electronic coupons to be sent to a consumer based on the location of the ~~user~~ consumer as determined by a wireless communications system.

24. (Currently amended) A computer program product in a computer readable medium for use in a data processing system, for delivering coupons based on location, the computer program product comprising:

instructions for creating an electronic database of coupons offered by merchants;

instructions for receiving a request by means of a mobile communications device from a user seeking access the database;

instructions for determining the locations of the user;

instructions for providing a menu of service preferences to the user;

instructions for receiving a service preference selection from the user; and

instructions for delivering coupons to the user based on the selected service preferences and location of the mobile device, wherein the instructions for delivering

coupons based on selected service preferences and location further comprises instructions for selecting coupons for merchants that are within a defined area of the user's location.

25. (Currently amended) A computer program product in a computer readable medium for use in a data processing system, for receiving coupons in a mobile communications device, the computer program product comprising:

instructions for sending a request from a user to access a database of merchant coupons;

instructions for remotely accessing the database ~~server~~;

instructions for receiving a menu of service preferences for the user;

instructions for receiving a preference selection from the user;

instructions for transmitting the preference selection to the database ~~server~~; and

instructions for receiving coupons based on the preference selection and location of the mobile communications device, wherein the received coupons pertain to merchants within a defined area of the location of the mobile communications device.

26. (Currently amended) A computer program product in a computer readable medium for use in a data processing system, for creating a database of merchant coupons, comprising:

instructions for creating and storing consumer profiles based on demographic characteristics;

instructions for providing a means for a merchant to scan through and select ~~user~~ from the consumer profiles;

instructions for receiving and storing a merchant subscription to particular consumer profiles selected by the merchant;

instructions for creating and storing electronic coupons for the merchant, wherein the electronic coupons contain features selected by the merchant and can be sent to a consumer by means of a wireless communications system;

instructions for assigning the electronic coupons to the consumer profiles subscribed to by the merchant; and

instructions for filtering the electronic coupons to be sent to a consumer based on the location of the ~~user~~ consumer as determined by a wireless communications system.

27. (Currently amended) A system for delivering coupons based on location, comprising:

- means for creating an electronic database of coupons offered by merchants;
- means for receiving a request by means of a mobile communications device from a user seeking access the database;
- means for determining the location of the user;
- means for providing a menu of service preferences to the user;
- means for receiving a service preference selection from the user; and
- means for delivering coupons to the user based on the selected service preferences and location of the device, wherein the means for delivering coupons based on selected service preferences and location further comprises selecting coupons for merchants that are within a defined area of the user's location.

28. (Currently amended) A system for receiving coupons in a mobile communications device, comprising:

- means for sending a request from a user to access a database of merchant coupons;
- means for remotely accessing the database server;
- means for receiving a menu of service preferences for the user;
- means for receiving a preference selection from the user;
- means for transmitting the preference selection to the database server; and
- means for receiving coupons based on the preference selection and location of the mobile communication device, wherein the received coupons pertain to merchants within a defined area of the location of the mobile communications device.

29. (Currently amended) A system for creating a database of merchant coupons, comprising:

means for creating and storing consumer profiles based on demographic characteristics;

means for a merchant to scan through and select ~~user~~ from the consumer profiles;

means for receiving and storing a merchant subscription to particular consumer profiles selected by the merchant;

means for creating and storing electronic coupons for the merchant, wherein the electronic coupons contain conditions selected by the merchant and can be sent to a consumer by means of a wireless communications system;

means for assigning the electronic coupons to the consumer profiles subscribed to by the merchant; and

means for filtering the electronic coupons to be sent to a consumer based on the location of the ~~user~~ consumer as determined by a wireless communications system.

30. (New) The method of Claim 1, wherein the defined area varies based upon the geographic density of merchants proximate the user's location.

31. (New) The method of Claim 11, wherein the defined area varies based upon the geographic density of merchants proximate the user's location.

32. (New) The method of Claim 19, wherein the defined area varies based upon the geographic density of merchants proximate the user's location.

33. (New) The system of Claim 27, wherein the means for delivering coupons comprises a dedicated channel independent of other channels used for normal communications by the mobile communication device.